

Don Schumacher**Executive Director, National Association of Sports Commissions (NASC)**

Don has served as executive director of the NASC since 1995. He is also president of his own sports marketing, management and consulting firm, Don Schumacher & Associates, Inc. of Cincinnati, Ohio. Don is also a member of the board of directors of the U.S. Travel Association (U.S. Travel).

In his capacity with the NASC he has managed the growth of the association from 15 to more than 350 cities plus another 100 or so event owners and suppliers to the sports event travel industry. For nine years, he was executive director of the Greater Cincinnati Sports & Events Commission. In that role he was instrumental in attracting 35 events that produced more than \$45 million in estimated visitor spending. He served as president of the arena and on the executive committee of the 1987 World Figure Skating Championships.

He is continually consulted on matters of interest and concern to the sports event market and is called upon to speak to state conferences on tourism and other industry conferences including SportAccord, the largest international gathering of sports cities, international federations in sport, and suppliers to the industry. He has spoken at five of the seven conferences held since its inception in Madrid in 2003.

Don has spent the last thirty years managing sports facilities, bidding on and promoting sports events, conducting market and feasibility studies, and consulting with cities on how they can obtain a larger share of the sports event travel market.